

How Much is Your 1915 Ten Dollars Worth Now?

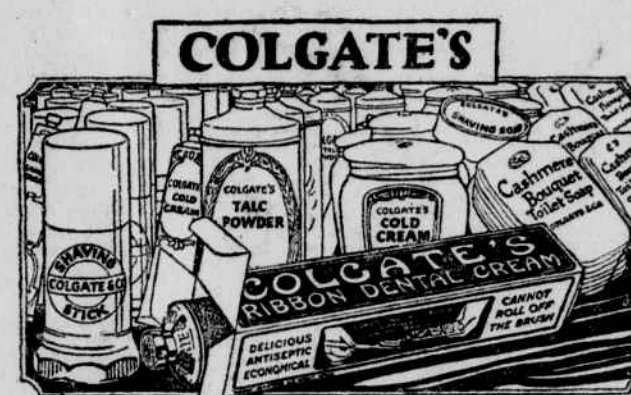
The twenty-one Colgate Soaps and toilet articles THAT ARE CONSISTENTLY ADVERTISED have made a low price-level record. An assortment of Colgate articles costing \$10 wholesale in 1915 now costs only \$12.50. Contrast that six year war-time record with the big increase in prices on other every-day necessities.



1915 - \$10.⁰⁰ worth

The pictures tell the story. For example, clothing that a ten dollar bill would buy six years ago cost, this year, eighteen dollars. Ten dollars in food stuffs has increased to \$14.10. Likewise other commodities shot up as shown by illustrations below.

Fighting Down Rising Costs



1921 Same goods now cost \$12.⁵⁰

During the war, as raw materials advanced, Colgate & Co. started a policy contrary to most industries. Instead of increasing prices they aimed at reducing costs. A study was made of how and where to cut costs, with the result that real economies were effected and prices kept down. Many old methods were discarded and new ones introduced. The manufacturing department speeded up machines. The packers

used one pasteboard box for a dozen cakes of soap, where before three-cake boxes were used. The traffic men found out where a horse and wagon made deliveries cheaper than a motor truck. Customers co-operated with sales representatives by ordering standard assortments. Big efforts, searching efforts to accomplish volume kept down prices. And this without any sacrifice of standard Colgate quality!



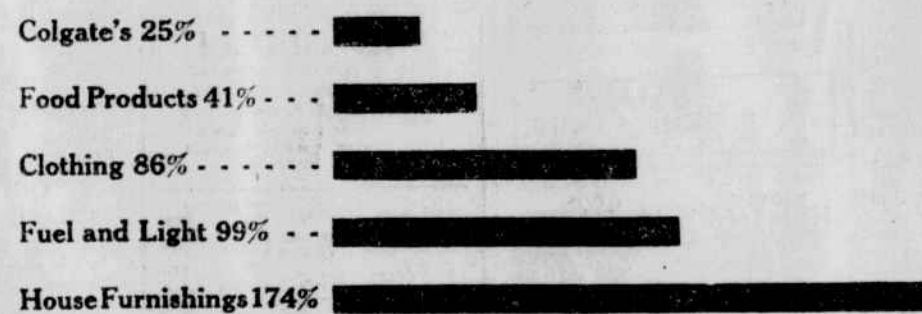
1915 \$10.⁰⁰ worth

1921 - \$19.³² worth

This announcement is made in the belief that the American public should know what has been done during the last six years to hold down the cost of living by this American House, established 115 years ago. *Colgate Co.* New York.

The length of these lines show how five classes of every-day necessities have increased in price since 1915, as outlined on chart at the bottom of the page

(Figures taken from last available Department of Labor reports)



1915 - \$10.⁰⁰ worth

1921 - \$18.⁰⁰ worth



1915 \$10.⁰⁰ worth

1921 - \$14.¹⁰ worth



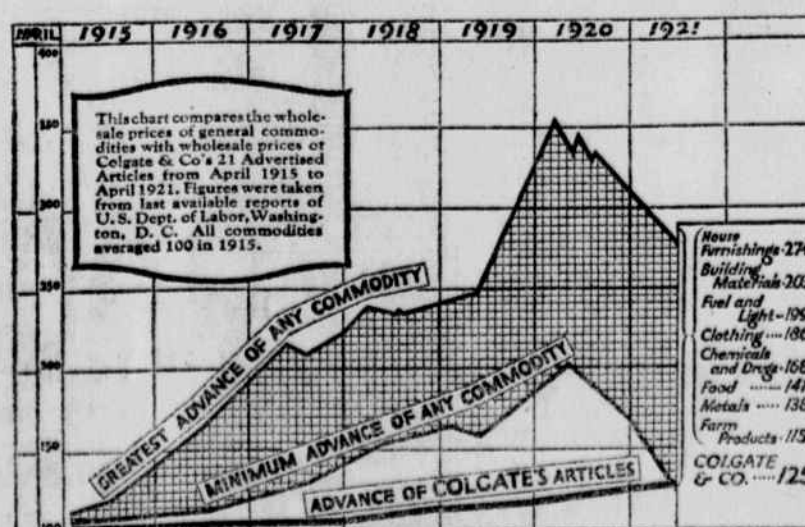
1915 - \$10.⁰⁰ worth

1921 - \$27.⁴⁰ worth

COLGATE'S Low-Price Record

The shaded area shows the up and down path of commodity prices from 1915 to 1921. In April, 1915 (see lower left hand corner of chart) consider all prices as averaging 100 cents. You can see the rise in prices above the 100 by following the shaded area on the chart. Note the even level of Colgate prices throughout these six years.

The figures at the extreme right show the 1921 prices of major commodities. Note for example, that an assortment of the 21 advertised Colgate articles costing \$1 in 1915 cost only \$1.25 in 1921, whereas, House Furnishings costing \$1 in 1915 cost \$2.74 in 1921.



She who directs the family budget will best understand the Colgate values emphasized by this chart. The 21 advertised items include such everyday necessities as Colgate's Ribbon Dental Cream, Cashmere Bouquet Soap, Tale Powders, Cold Creams, and Shaving Preparations. Save this unusual page-message to talk over in your family. On request, extra copies will be supplied FREE for inspiring discussions in class rooms, women's clubs, classes in economics, etc., as an example of how modern American methods meet and master an economic crisis. Dealers in Colgate articles may have copies for display. Please address Data Department, Colgate & Co., New York.